

Affiliate Council Report
January 8, 2012
Submitted by Nancy Atwater

Affiliate Council meeting was held on November 5, 2011

Goal for NAEYC board is still to be a HPIO (high performing inclusive organization)

Jerlean Daniels, Executive Director – she is pushing the staff to look outside the box. The organization has hired a firm to help with strategic planning. She recommends our strategic plan to be posted on our website.

Speak outs – questions the affiliate council representatives have for the committee and staff:

Group Membership – still looking into but an IT issue

The play position statement has not started; hope to begin this fiscal year

IT / technology position statement is in the approval process

Membership – finances of the organization – since 2009, had to use reserves of over \$2 million and spend \$461,000 more that was brought in. Losing in publications, conference and accreditation. NAEYC is doing the following for the 3 year trend: reduction in operations = reduction in staff, but not in membership. Each category is being looked at individually. There is still over 1 million in reserves.

Gwen Simmon's Report:

Increasing tools on the affiliate page for boards

There will be more regional meetings and states are encouraged to participate. The MO-AEYC is hosting a meeting and in Kansas City on 3/31/12, a teleconference will happen.

Are all board members signed up to receive Children's Champions? If not, sign up.

Roles and functions will have a stop to ensure all board members have active memberships.

Matt Seiler's Report:

Direct Deposit testing has begun.

Roles and functions will have a new hyperlink to provide support for questions

New orientation modules on the affiliate page

Back to school campaign, will keep reaching out to lapse members with 30, 60 90 day reminders. NAEYC is working on a national annual membership plan that is ongoing to recruit, retain and reconnect members. The plan will also focus on converting regular members to comprehensive members, a referral program and faculty outreach.

Trying something new, co-branding with Connecticut to have one logo.

The resource page will have new additions for support, one being student groups

Membership Brochures are available and KAEYC can request 1000 at a time

Website updates and supports to states will be handled state by state. 2 to 3 weeks to support changes for the states.

National Dialogue conversation:

NAEYC has created an advisory group to manage in between meetings

Goal – To change structure – communication is not from the top down and not a dictatorship

Strengthen AEYC through its relationship with NAEYC

NAEYC is striving to support affiliates in the HPIO model (high performing inclusive organization)

NAEYC is hosting regional meetings to discuss the national dialogue.

June's meeting will pull all the information together and then roll out the plan.